RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 6, 1998

RJR Account #023880
(Fax (603) 669-5423
Mr. D. Beaudet
ASSOCIATED GROCERS

APRIL: DORAL B1G1F / PROMOTION #800219

Dear David:

DORAL B1G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as **45** skus of B1G1F Displays (Item #540971) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Men Lt 100	12300-25184	**2**
Ult Light 100	12300-25185	**2**
Lt Box 100	12300-25189	**1**
FF Box 100	12300-25188	**1**

DISPLAY DETAIL (#540971)
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS
EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

8081-2781

Product PO #G28321DB; Displays PO #G28351DB

Product / Display Arrival: **March 23, 1998**

Ship Date to Retail: **Week of: April 6, 1998**

SKU CUBE : **0.4670**
SKU WT (w/o Product): **1.0600 lbs**
Retail Sales Offer per Sku: **20 Offers**

Billing per Sku: **2 Savings Cartons**

EFT $ Amount: **$549.82**

PARTNERS 'BONUS' REPORTING DESCRIPTION	'DOR APR B1G1F'

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B1G1F
ASSOCIATED GROCERS

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS **PRE-SLEEVED**, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. *(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).* SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

DISPLAY LOAD:
***4 CARTONS - BRAND MIX:**
DORAL MEN LT 100 / ULT LT 100 / LT BOX 100 / FF BOX 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$29.40 (2.1 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: C. Deshanes
RJR / B. Cook
L. E. MacWilliams

Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

APDB1G1F.DOC

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WHOLESALER PACKING INSTRUCTIONS

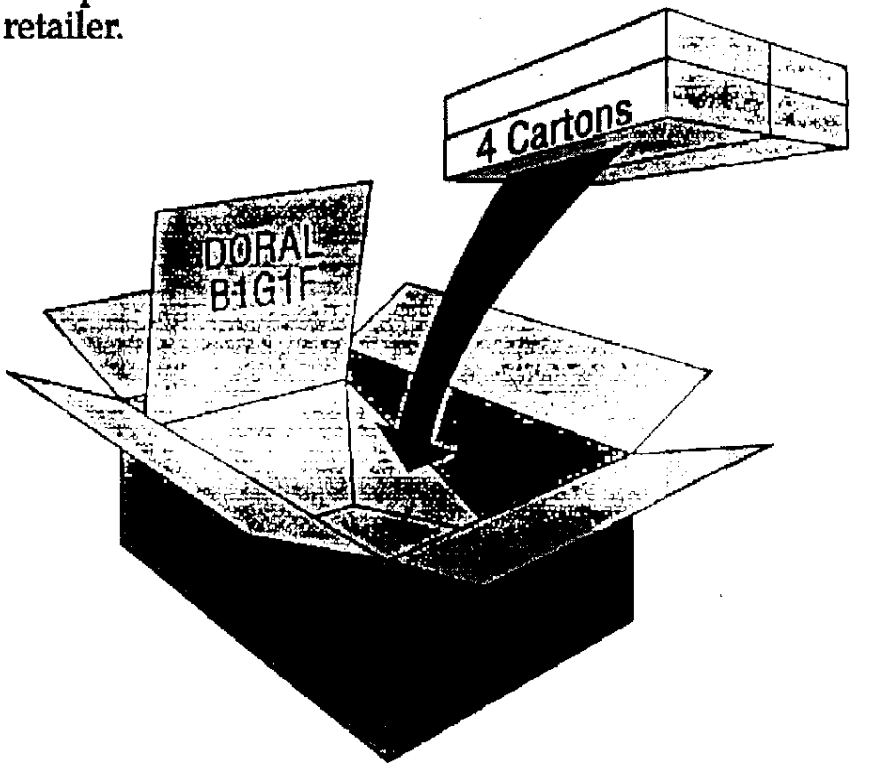
VALUE ADDED PROMOTIONS 2ND QTR. '98

April DORAL B1G1F

(Buy 1 Pack Get 1 Free)

STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 540971
Promotion Reporting Description: DOR APR B1G1F

Brand Style	MEN LT 100	ULT LT 100	LT BOX 100	FF BOX 100		
Number DORAL Cartons	1	1	1	1		

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DORAL

Brings A Deal With This Buy 1-Get 1 Free Promotion!

... want. What ... of Doral than a ... are pre-

2-Pack Sleeve

Counter Display

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WHOLESALER : 023880 ASSOCIATED GROCERS OF <DIRECT>
TEMPLATE : 800219 80400 DOR APR B1G1F
TEMPLATE SEQ : 0034
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
112604	112622	253338	DAIRY MART 850	271 SPRING ST	MEDFORD	MA	02155	1		2757-1100		(781)391-7882
112605	112623	106764	ELM ST MARKET	178 ELM ST	EVERETT	MA	02149	1			90331	(617)387-5520
112805	112827	103306	VILLAGE KNOLL	107 W MAIN ST	MILLBURY	MA	01527	1			10353	(508)865-9290
112806	112825	755567	CHARLIES VARIETY	30 DOUGLAS ST	UXBRIDGE	MA	01569	1			90275	(508)278-7522
113006	113021	108119	BOSTON I STORE	410 HANOVER ST	BOSTON	MA	02113	1			90328	(617)523-4056
113007	113025	759000	CHARTLEY COUNTRY ST	319-B TREMONT STR	REHOBOTH	MA	02769	1			90083	(508)226-4215
112207	112227	767703	GRAY MARKET PLACE	RT 100 GRAY PLAZA	GRAY	ME	04039	1			10189	(207)657-3346
112208	112225	100152	PLUMMER'S SUPER MKT	RR 2 BOX 38	WEST BUXTON	ME	04093	1				(207)727-3126
112204	112227	259388	GRANTS SUPERMARKET	ROUTE 302	GLEN	NH	03838	1			10188	(603)383-4282
112204	112227	755015	PATCH'S MARKETS INC	ROUTE 302	GLEN	NH	03838	1			10125	(603)383-9742
112206	112220	755837	DEEP MEADOW VARIETY	93 LINDEN AVE	EXETER	NH	03833	1				(603)778-1526
112208	112225	247422	NEW DURHAM GENERAL	3 OLD BAY RD	NEW DURHAM	NH	03855	1			10470	(603)859-5400
163802	163827	227654	FOODSTOP	RTE. 12A, EXIT 20	WEST LEBANON	NH	03784	1		2438-0000		(603)298-7923
163802	163827	643737	FOOD STOP INC.	73 S MAIN ST	HANOVER	NH	03755	1		2438-0000	90564	(603)643-9750
163802	163827	755242	PROCTORS STORE	RT 4A	ENFIELD CENTER	NH	03749	1			10240	(603)632-4638
163802	163827	542332	FOODSTOP	89 MAIN ST	WEST LEBANON	NH	03784	2		2438-0000		(603)298-6842
163803	163824	104419	LANCTOT GROCERS INC	425 S STARK HWY	WEARE	NH	03281	1			10059	(603)529-7137
163803	163821	724665	SILVAMART	738 ELM STREET	MILFORD	NH	03055	1			10194	(603)673-9083
163803	163825	361212	GUILD RD CTRY FARE	GUILD ROAD	NEWPORT	NH	03773	1				(603)863-3642
163803	163821	104145	WAYNOS FOOD MART	#10258	ANTRIM	NH	03440	1				(603)588-6363
163803	163821	104413	DELAY INC. #349	FOREST RD	GREENFIELD	NH	03047	1			10349	(603)547-3414
163803	163821	075253	T-BIRD MINI MART	ROUTE #202	ANTRIM	NH	03440	1		5486-0000	90627	(603)588-6893
163803	163821	104143	CARRS STORE	RT 101	DUBLIN	NH	03444	1			90090	(603)563-8478
163805	163820	318158	CUSTEAUS MKT	RT 111 SHOPPERS V	EAST HAMPSTEAD	NH	03826	1			10465	(603)382-5478
163806	163824	691347	AUBURN MARKET #1	289 CHESTER RD	AUBURN	NH	03032	1			10136	(603)483-8176
163806	163824	778464	GOLOMB'S	66 UNION ST	MANCHESTER	NH	03103	2				(603)625-8755
163806	163823	104284	TEMPLE FOOD MART	121 BAKER ST	MANCHESTER	NH	03103	1			10145	(603)622-3753
163807	163826	702881	LIBERTY ROCK COUNTR	RR 1 BOX 8	GRAFTON	NH	03240	1				(603)523-7309
163807	163826	755134	TENNEY MT.KWIK-CHEC	494 TENNEY MOUNTA	PLYMOUTH	NH	03264	1			90513	(603)536-3352
163807	163827	105247	TOP-OF-THE-HILL STO	ROUTE 135-DALTON	WHITEFIELD	NH	03598	1			90061	(603)837-9153
163807	163827	633097	MARTIN'S FOOD BASKE	21 JEFFERSON RD	WHITEFIELD	NH	03598	2			10057	(603)837-2646
163807	163826	104991	BOB'S KWIK CHEK	S. MAIN ST. ROUTE	PLYMOUTH	NH	03264	1			90512	(603)536-1880
163807	163826	104993	BOBS SUREFINE	MAIN ST	ASHLAND	NH	03217	1				(603)968-7781
162301	162323	113967	KEELER BAY VARIETY	500 ROUTE 2	SOUTH HERO	VT	05486	1				(802)372-4465
162301	162323	623843	A AND B BEVERAGE	ROUTE #2	GRAND ISLE	VT	05458	1			90433	(802)372-4531
163801	163828	290293	HALL'S HANDY MART	13 MILL ST	HARDWICK	VT	05843	2			90215	(802)472-6677
163801	163827	023232	EVANSVILLE TRADING	RTE. 58	EVANSVILLE	VT	05860	1			90388	(802)754-6305
163802	163827	114265	FOOD STOP	RTE 5	WHITE RIV JCT	VT	05001	1		2438-0000		(802)295-7529
163803	163825	907480	T-BIRD MINI MART	50 CLINTON ST	SPRINGFIELD	VT	05156	1		5486-0000	90263	(802)885-3386
163803	163825	031254	FOOD STOP	209 RIVER ST	SPRINGFIELD	VT	05156	1		2438-0000		(802)885-5310
163803	163825	044708	T-BIRD MINI MART	24 ROCKINGHAM ST	BELLOWS FALLS	VT	05101	1		5486-0000	90625	(802)463-4008

PAGE BREAK TOTAL ACCOUNTS 41 TOTAL QUANTITY 45

TEMPLATE TOTAL ACCOUNTS 41 TOTAL QUANTITY 45

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